

ITVoice®

Postal Reg. No. Jaipur City/403/2018-20 RNI No RAJENG/2008/24575



ISO 9001:2015

Volume 13 | Issue 05 | Pages : 24 | Monthly | July 2020

| www.itvoice.in | Price ₹20/-

Solution for E-Commerce Businesses in Tally.ERP9

Priyam
Adding Value Across Businesses

Priyam Infosystems Pvt. Ltd.
9928509111, 9929519580
www.priyaminfosystems.com/SDIS

30 YEARS OF EXCELLENCE
1989-2019

Uniline
POWER TO CONTROL POWER

WE POWER PERFORMANCE

Drive Innovations
We Help Improve
Operation &
Profitability



- ▶ **Widest Range Of Products**
- ▶ **Reliable Products**
- ▶ **Better Profitability**
- ▶ **17 Regional Offices**
- ▶ **140 Service Locations**

Uniline is the next generation energy solution provider for all Commercial Enterprise Infrastructure, Industrial & Residential Sectors. We are India's leading power conditioning, energy management & design solutions company. We help you stay connected on real-time deliverance, enhancing your efficiency and reliability.

UPS
UPTO 1800 KVA

SOLAR
ENERGY SOLUTIONS

PROJECTS
POWER SOLUTIONS

CERTIFICATIONS



EN 50091
for
Safety & EMC



UNILINE ENERGY SYSTEMS (P) LTD
Uniline House, Ramesh Market,
East Of Kailash, New Delhi - 65
Tel : 011- 4666 1111 / 2646 9031 / 2646 9108
Fax : 011 - 2648 1469

1800 1022 011 | www.unilineindia.com | uniline@uniline.in

PANTUM

प्रिंटिंग के लिए नया युग

PRINT EASIER WORK FASTER

360°

Accelerate your work efficiency with Pantum printer!



Pantum 3-IN-1 Multi-function laser printers

M7102DN – Duplex print, copy, scan

- 33ppm(A4) / 35ppm(Letter) printing speed
- 33cpm(A4) / 35cpm(Letter) ADF copying speed
- Low cost per page and build for long term use
- Build-in enhanced copy mode buttons for ID copy and Receipt copy
- One step installation
- 525 MHz processor



M6550N – Print, copy, scan

- 22ppm (A4) / 23ppm (Letter) printing speed
- 22cpm (A4) / 23cpm (Letter) ADF copying speed
- Low cost per page and build for long term use
- Build-in enhanced copy mode buttons for ID copy and Receipt copy
- One step installation
- 600 MHZ processor

PANTUM SERVICE TOLL FREE NO.: 18004193160 | WWW.PANTUM.IN

State	Phone Nos.	State	Phone Nos.
West Bengal & North East	9830228532	Maharashtra & Goa	9880788188
Delhi & Haryana	8383988496	Rajasthan & Madhyapradesh	9929980302
Bihar & Jharkhand	9831849971	Odisha & Chhattisgarh	7788967894
Gujarat	9601281633	Tamil Nadu & Kerala	9080407024
Uttar Pradesh & Utrkhand	9831849971	Karnataka	9831849971
Telangana & Andhara Pradesh	9985682828	Punjab, Chandigarh, HP, J&k	9878640554

Get free printers on @PantumIndia



Automate Bulk Signing

Every Department, Every Process

PDF AutoSigner is a bulk document signing software to digitally sign PDF documents automatically. It easily offloads your document signing efforts to completely unattended environment.

Easily sign PDF documents across multiple department and across multiple signatories. A robust and a scalable document signing software that can digitally sign PDF documents like invoices, tenders, business contracts, Form-16 etc.

PDF AUTOSIGNER FEATURES



Fully automatic Software to digitally Sign PDF files. No intervention needed.



Placement of the signature can be customized and stored for future use.



Bulk signing of PDF files at one go



High quality & free technical support for lifetime.



Supports USB Token of all leading brands. HSM compatibility for enterprise document signing.



Digitally signed documents are legally valid in court-of-law.



Support for multiple signatures and profiles.



Creates a separate folder with signed documents ready to email.

LOOKING FOR PARTNER ENQUIRIES



Marketed & Distributed in India by
BD SOFTWARE DISTRIBUTION PVT. LTD.

+91 8291601105 | sales@bdsoft.in | www.bdsoft.in | www.pdfautosigner.com



July 2020 Vol.13 Issue 05

EDITOR-IN-CHIEF

Mr. Tarun Taunk

SR. ADVISOR

Mr. Sooraj Khatri

(Ex. Director Indian Overseas Bank)

LEGAL ADVISOR

Mr. Prashant Dhadhich

REPORTER

Mr. Vivek Parmar

Mr. Dushyant Kaushik

MARKETING

Mr. Vikas Gupta

Mr. Shantanu Chatterjee

DESIGNER

Mr. Kamendra Singh

WEBSITE & ANDROID

Mr. Manish Jain

PROMOTION & BRANDING

Mrs. Hina Taunk

CIRCULATION

Mrs. Archana Gupta

MARKETING OFFICE

U-5, Krishna Apartment, C-4, Hathi Babu

Marg, Banipark, Jaipur-16

Tel.: 5110710, 4014911

Fax: 0141-4033911

E-Mail: info@itvoice.in

Website: www.itvoice.in

For Subscription Queries

contact subscription@itvoice.in

Subscription Amount

Rs. 600(12 Issue), Rs. 1200 (24 Issue)

Including Courier Charges

All Payment are in favor of IT Voice Media

(P) Ltd., Jaipur

AXIS BANK Ltd. 910020041931806

IFS Code UTIB0000010

Printer:

Shri Shyam Offset Printers,

C-146, Dhadhich Nagar, Opp.

Road No. 6, V.K.I. Area Jaipur

*All disputes are subject to the exclusive jurisdiction of competent court and forums in Jaipur only.

Work From Home Security factors during this Pandemic

Security is the most important aspect during this time as everyone is using some or the other device for their work.

More the number of devices, more attention should be given in protecting the data.

Data is the most important aspect for any company's workflow. And protecting it is as important as using and maintaining it.

The work around for this problem consists of many things including

1. **Updated software.**
2. **Basic security knowledge**
3. **Restricted access to use of certain application and websites.**
4. **VPN Access**
5. **No use of pirated software.**
6. **Securing Home router**
7. **Usage of Antivirus**

And some more measures as per the needs and working of an individual in the company.

Securing your device is just as important as putting a lock in your home.

The main reason why data is important is because it helps you analyze your working and provide you with insights on coming up with a strategic plan for future works.

The fact that whether you are an individual, small business, or a large multinational, you rely on your devices for almost everything as a part of daily usage.

And along with that cloud computing and its services are now becoming the new normal as everyone is using it to store their data, hosting or any computational functioning.

And if that service is poor with security, it exposes a lot of concerns for an individual or the company.

We need to understand the difference between cybersecurity and information security.

Governments around the world are also paying more and more attention to cyber crimes and security as it affects the economic and reputational costs.

Our responsibility and goal is to keep our data safe and secure as much as possible and be updated with any kind of norms associated with it.

Sooner or later it will be a very huge concern (it still is for a lot of individuals and huge companies), but understanding the fact that data security, computer security and information security is necessary.

Tarun Taunk
Editor-In-Chief

Hewlett Packard Enterprise Unveils 5G Lab to Accelerate Adoption of Open, Multivendor 5G Solutions

Hewlett Packard Enterprise

Hewlett Packard Enterprise (HPE) today unveiled the HPE 5G Lab, a test and development environment where telcos and partners can validate

and integrate 5G network solutions. Using the HPE 5G Lab, telcos can speed up 5G adoption and access new revenues faster by getting hands-on experience with the latest 5G innovations in a live test environment. The HPE 5G Lab has already gained support from key industry leaders including Affirmed Networks, Casa Systems, Intel, Metaswitch, Openet and Red Hat.

HPE's growing 5G portfolio unleashes the potential of 5G at the network core, at the edge, and in the enterprise. Already this year, HPE has introduced HPE 5G Core Stack, an open, cloud-native 5G core network software stack; the HPE Resource Aggregator for Open Distributed Infrastructure Management, simplifying the management of telco grade compute infrastructure for 5G across thousands of sites; and HPE Edge Orchestrator, enabling telcos to deliver new edge computing services to customers at the edge of telco networks. Now, the HPE 5G Lab provides a proving ground enabling telcos to validate these technologies, prepare for mass adoption and invest with confidence.

5G standards have been designed so telcos can build their 5G networks with open, cloud-native platforms that utilize modular software and hardware components from different vendors, allowing them to deploy new 5G services faster, more securely and in a more flexible way. However, this represents a big shift in a market that previously relied on proprietary, vertically-integrated systems. In order to embrace this shift with confidence and assurance, telcos are looking to work with trusted and proven

partners that can demonstrate performance and interoperability in a live, real-time test environment.

"Governments and telecoms operators around the world are looking to open 5G technologies as an opportunity to move away from a number of vendors which have raised fundamental concerns around security, resilience and market diversification," said Phil Mottram, vice president and general manager of Communications and Media Solutions at HPE. "However, despite multiple successful deployments, doubts still persist about the ability of open 5G technologies to truly replace the old way of building networks. With the launch of the HPE 5G Lab, telcos, solution vendors and national stakeholders can test innovative new solutions with confidence and ensure that they are ready for mass adoption."

By taking an open approach, telcos now have the flexibility to work with practically any independent software vendor (ISV) or best-of-breed solution provider to create tailored networking solutions tuned to specific verticals and use cases. The HPE 5G Lab encourages telcos, vendors and platform providers to come together to test, document, and validate their technologies as a single solution.

The initial focus of the HPE 5G Lab will be to bring innovation to the previously monolithic cellular network core. To fully realize the benefits and power of 5G, initial deployments of 5G radio access networks, currently utilizing 4G core infrastructure need to migrate to a standalone 5G core. This will enable holistic management, data sharing, and slicing into virtual 5G networks with dedicated usage and characteristics. The HPE 5G Core Stack is truly open, allowing telcos to swap out network functions (NFs) as needed and therefore stay nimble and ahead of the competition.

[For more details visit us at https://bit.ly/334Xtwx](https://bit.ly/334Xtwx)

Cybersecurity risks to consider when the workforce returns

This article has been authored by Kate Walas Head of Cyber, Tech & MPL Operations for AXA XL, North America; and Aaron Aanenson, Director of Cyber Security for S-RM.

The relaxation of stay-at-home orders and work restrictions will result in additional cybersecurity concerns which arise from the rapid reintegration of remote workers returning to the office. These risks are likely to impact even those organizations that were prepared for the switch to remote working. We have categorized these cybersecurity risks into four broad categories: personal devices, unapproved personal applications, unattended systems, and human error. Each category represents a vector for the introduction of malware and/or sensitive data loss from your organization.

Use of personal devices

The rapid switch to working remotely has meant an increased reliance on personal devices for work use. Additionally, the impact that COVID-19 has had on international production and shipping has made procuring new devices for work use even more difficult, necessitating business use of personal devices. Personal devices include not just personal phones and computers, but also

USB storage devices and other peripheral devices which are able to store or transmit data. If compromised by hackers and then attached to an organization's infrastructure, these devices represent a potential vector to introduce malware into an enterprise network upon a return to the office and to so wreak havoc.

In an ideal world, personal devices would not be brought in as infrastructure upon returning to work. Any work that has been performed on personal devices would be sanitized and migrated onto organization-owned infrastructure. However, as this may not always be feasible, organizations should plan for how personal devices can be integrated into the workflow as needed. Options include segregated and monitored networks specifically for personal devices and commercially available solutions for securing mobile, laptop, and desktop devices.

"This is a unique experience for all of us. The sixth cohort startups have gained real-world crisis-leadership experience", said Madhurima Agarwal, leader, NetApp Excellerator. "We've enjoyed tremendous success with all our cohorts so far including this one."

[For more details visit us at https://bit.ly/3hPgJlM](https://bit.ly/3hPgJlM)

Dell Technologies leads the Indian server market in Q1 2020



"I am delighted to share that Dell Technologies has yet again secured the top spot in the Indian server market. As a brand, we have always tried to stay close to our customers, listening to their evolving needs and delivering the best-in-class solutions, in order to help them make better business

decisions, leading to higher ROI. I believe this to be the core reason which has enabled us to increase our industry share by such a larger percentage in Q1 this year. This is a clear testimony that our technologies have resonated well with our customers and the

industry at large, and that they have accepted Dell Technologies as their right digital partner", said Mr. Manish Gupta, Senior Director and General Manager, Infrastructure Solutions Group, Dell Technologies India. "I strongly believe that servers are the bedrock of modern datacenters and this is clearly something that India businesses understand too. Our way forward as a brand will be to constantly invest in new-age technologies that will further diversify our portfolio of solutions. We will be focusing on IT solutions that are both agile and efficient, which will further help Indian businesses to thrive in this dynamic, hyper-competitive world, driven by data.

ADATA Aims to be one of the Leading 'MADE IN INDIA' Brands in the Mobility Segment



ADATA, a leading manufacturer of high-performance DRAM modules and NAND Flash storage application products and accessories, marked a significant milestone for the country.

ADATA aims to deliver cutting-edge 'Made in India' mobile accessories to the Indian market and some parts of the global consumers. Staying true to its long-term commitments, the company will be manufacturing mobility accessories from its early-inaugurated manufacturing setup in India. UFD, microSD cards, cables, wall power adaptors, in-car chargers, power banks, wired earphones, and Bluetooth AUX adaptors are the line of products sold in India and are 'Made in India' products. ADATA will also start to use India produced packing for a full range of SSDs and DRAM in Q3 2020. ADATA's 50% manpower, mainly the business managers, in India is targeting to expand ADATA's presence across India and address the demand of ADATA and XPG products nationwide.

"As one of the fastest-growing economies in the world, India continues to gain confidence and attract businesses to invest locally in manufacturing as well as R&D. We have started sourcing local manufacture to fulfill our SSD and DRAM product lines,

targeting 100% made in India products for these two major product lines by 2021." said, Sachin Sharma, Country Manager – India at ADATA Technology Pvt. Ltd. "ADATA will invest more resources in bringing more product lines to be 100% made in India, which will benefit both Indian workers and the economy. For long-term business relationships with our Indian partners, Made in India products will be our focus in 2020."

Sachin further added, "In the wake of the COVID-19 pandemic, online gaming has picked up as a popular option for stay-at-home entertainment. Our gaming- and PC-related products have been addressing these demands well."

ADATA was established in 2001 and has had a presence in India for more than a decade. With a commitment towards delivering innovative, quality, and performance, ADATA products have garnered international acclaim and awards including iF Design, Red Dot Design, CES Innovation, Good Design, COMPUTEX Best Choice, and Taiwan Excellence. ADATA has a multi-dimensional distribution model in India. KBC Computech distributes OBM DRAM, and is also exclusively appointed for SSDs, Acro distributes XPG DRAM, Anandit distributes OBM DRAM, EX-HDD, and external SSD exclusively, UR Distree are the exclusive distributor for CARD + UFD (component) Accessory, and Multi are the exclusively appointed for OBM+XPG Dram, XPG SSD, XPG Peripherals.

Capgemini announces its ambition to become a net zero business by 2030



Capgemini announced today its commitment to achieve carbon neutrality for its operations no later than 2025 and its ambition to be net zero

by 2030. Capgemini's ambition builds on its strong progress in delivering its target of a 30% reduction in carbon emissions per employee, in January 2020, a decade ahead of schedule.

To reach its new ten-year net zero ambition, Capgemini will accelerate its carbon reduction program across its biggest operational impact areas which are business travel, commuting

and office energy, in line with the requirements of 1.5°C science-based target pathway. Its strategy also includes elements such as expanding its new ways of working initiative, reducing the need for business travel and commuting, introducing new programs including the roll out of a hybrid and electric car fleet, and engaging with suppliers to reduce the carbon impact of its supply chain. Capgemini will also switch to 100% renewable electricity across the Group. While Capgemini's first priority remains focused on driving down its emissions to reach carbon neutrality no later than 2025, any residual emissions will be offset through a high-quality carbon offset scheme such as reforestation.

[For more details visit us at https://bit.ly/3hKhNbc](https://bit.ly/3hKhNbc)

Cloud And AI Tech Rule Innovations In A Virtual World

At The NetApp Excellerator Demo Day Six



NetApp (NASDAQ: NTAP), the leader in cloud data services, today held its sixth demo day for the NetApp Excellerator, the

company's flagship startup accelerator program. Embracing a new virtual world, the demo day was held via video with the six participating startups and guests from across the globe. With the sixth cohort graduating, 35 startups are now part of this unique startup accelerator program that is focused on cloud and data related technologies.

NetApp responded to the COVID lockdown with a quick transition to an online curriculum and selected six deep tech startups, Aikaan Labs, Cyborgintell, IQLECT, Koinearth, Kubesafe, and Myelin Foundry, for the sixth cohort, virtually.

Through a four-month remote networking and mentoring period, these startups strengthened their business during a global crisis situation. Inspired by this opportunity, they even contributed to finding solutions in navigating this tough time. For instance, Myelin Foundry, a deep tech AI start-up that develops AI algorithms on video, voice, and sensor data for edge devices, is revolutionizing the video streaming space, which is seeing a huge uptake during the pandemic. Similarly, AiKaan Labs, a startup that provides a deep view into edge computing and IoT devices, is helping accelerate digital adoption.

During the demo day attended by investors and the tech industry, the six startups displayed diverse AI, ML and Blockchain based innovative solutions ranging from predictive analytics, edge computing, and integrated supply chain management, to cloud-native application protection using Kubernetes. A cohort five startup, Curl Analytics, also released a white paper with NetApp.

The whitepaper focuses on an integrated solution to improve the efficiency of AI processes, resulting in efficiencies and cost savings. This whitepaper is a result of the sponsored Proof-of-Concept (POC) that NetApp offered Curl Analytics as part of the program.

Attesting to the value that the NetApp Excellerator brings to the startups, says Praphul Chandra, Founder, Koinearth, "On the tech side, we are strengthening our SaaS offering further, thanks to the cloud security expertise that NetApp shared with us. The interactions with business leaders have also helped sharpen our offering and positioning in the supply chain space."

"This is a unique experience for all of us. The sixth cohort startups have gained real-world crisis-leadership experience", said Madhurima Agarwal, leader, NetApp Excellerator. "We've enjoyed tremendous success with all our cohorts so far including this one. After graduating, over 70% of the startups have secured follow-on funding and three alumni have had successful exits. Another important aspect is that we enable startups to anticipate customer needs and validate value propositions through paid Proof-of-Concepts."

Ravi Chhabria, Managing Director, NetApp India, added, "Our legacy and expertise in cloud and data management present an opportunity to drive impact in the startup community. Innovation is key to creating newer, more relevant solutions and sustain business operations that can stand up to a crisis. Accelerating these B2B tech startups, the new faces of rapid digital transformation, is vital in creating a strong business ecosystem. Mentoring them and collaborating with them is a step towards leveraging our combined technology muscle in solving novel customer challenges in this new normal."

FSS Prepaid CMS to Support Open Marketplace and Instant Lending



FSS (Financial Software and Systems), a globally leading provider of payment products and payments processor, announced addition of innovative capabilities to its Prepaid Card Management System (Prepaid CMS) to deliver

greater value to cardholders. Prepaid card issuers can now issue instant, open-loop virtual co-branded merchant wallets paired with added value services such as instant lending at the point of purchase to differentiate their card products and drive higher spend per cardholder.

In a commoditized prepaid market segment, Open APIs and banking create possibilities for issuers to realize additional value. FSS Prepaid CMS, through its advanced open API framework, enables prepaid card issuers to orchestrate customer-facing merchant ecosystems to expand the scope of services and capture new revenue streams. Card issuers can

instantly provision exclusive merchant-branded wallets linked to a customer's primary prepaid card account with a few clicks. Issuers can tap into popular spend categories to fuel a range of innovative consumer centric propositions. For example, create an exclusive merchant cashback or loyalty wallet on the fly soon after the customer completes the purchase. Likewise, a food delivery company can issue a commission wallet for home delivery associates or a meal allowance wallet in partnership with select restaurants.

Issuers, furthermore, can offer added value services such as instant access to credit to fund customer spend and drive sales. Globally, as per industry estimates, instant loans represent a \$1.2 trillion opportunity and are expected to grow over 15 percent year-over-year. At affiliate merchant stores, shoppers can opt for an instant open-loop physical or virtual prepaid card, loaded with the amount needed to fund the purchase.

For more details visit us at <https://bit.ly/311LhdD>

5 Best Firewall for Enterprise Right Now

Security breaches are up 67% over the last 5 years, according to Accenture. The rise in breaches indicates a growing gap between cyberattacks and the enterprise's ability to defend against them. Since the frequency and vulnerability of cyberattacks is increasing at very fast pace nowadays, we need to find a way out for this.

The key first step in protecting any enterprise is deploying a firewall that can filter huge amounts of traffic without sacrificing network performance and speed.

Recognizing that one need a firewall is the first and most obvious step. The next crucial step in the decision-making process is determining which firewall features and policies best-suit the company's needs. Today's enterprise firewalls must be able to secure an increasingly complex network that includes traditional on-premises data center deployments, remote offices and a range of cloud environments.

Here are the top 5 recommendation firewall for your enterprise to keep the data safe.

*** Palo Alto Networks:** Palo Alto Networks ML-Powered Next-Generation Firewalls are easy to deploy into your organization's network and purposefully designed for simplicity, automation, and integration. Available in hardware and virtualized platforms with prevention-focused architecture that's easy to deploy and operate—and incredibly effective. PA Series NGFW provides consistent protection to your entire network perimeter—from your headquarters and office campus, branch offices and data center to your mobile and remote workforce.

*** CheckPoint:** Check Point gateways provide superior security beyond any Next-Generation Firewall (NGFW). Best designed for Sandblast Network's protection, these gateways are the best at preventing the fifth generation of cyber-attacks with more than 60 innovative security services. Based on the Infinity Architecture, the new Quantum Security Gateway line up of 15 models can deliver up to 1.5 Tbps of threat prevention performance and can scale on demand.

*** WiJungle:** WiJungle is world's first unified network security platform product that comprehensively caters the capabilities of

Network Firewall, Web Application Firewall, Hotspot Gateway, DLP, Vulnerability Assessment, etc., thus not only eradicates the need to have several standalone security products but also reduces the capital investment of an organization by up to 60 percent & simplifies the day-day management as well as scalability challenges. WiJungle is continuously plugging up more capabilities to its OS and evolving to the vision of delivering comprehensive security.

*** Fortinet:** FortiGate NGFWs enable security-driven networking and consolidate industry-leading security capabilities such as intrusion prevention system (IPS), web filtering, secure sockets layer (SSL) inspection, and automated threat protection. Fortinet NGFWs meet the performance needs of highly scalable, hybrid IT architectures, enabling organizations to reduce complexity and manage security risks. They are powered by artificial intelligence (AI)-driven FortiGuard Labs and deliver proactive threat protection with high-performance to stay ahead of the rapidly expanding threat landscape.

*** CISCO:** The Cisco Firepower Next-Generation Firewall (NGFW) is the industry's first fully integrated, threat-focused NGFW. It delivers comprehensive, unified policy management of firewall functions, application control, threat prevention, and advanced malware protection from the network to the endpoint. It can be deployed on Cisco Firepower 1000 Series, 2100 Series, 4100 Series, and 9300 appliances to provide a performance and density optimized NGFW security platform for Internet edge and other high-performance environments.



Important tools for flexible working culture

As we are all aware, the un-lockdown process has begun recently and a majority of companies have started opening up their offices. While allowing the flexibility to work from home and office, entrepreneurs should be ready for work from anywhere. The pandemic has taught us about adapting to a new-age modern business culture. We all adopted the culture of working remotely pretty quickly and now, the 'work from anywhere' concept is playing a major role in shaping this new culture. But when companies draft their 'work from anywhere' policy, they should ensure that it can be implemented in the easiest way possible, for them to gain the required technical 'know-how' about those imported tools that will help them adopt this flexible work culture. If you are among those planning to come up with a 'work from anywhere' policy then you are at the right place to know about these important tools.

GoToMeeting

GoToMeeting is one of the most renowned platforms for online

meeting desktop sharing, and video conferencing software packages that enable the user to meet with other computer users, customers, clients or colleagues via the Internet in real-time. Video conference platforms are playing a major role to make work easier and work culture flexible. Virtual meetings have made our work easy, while helping us discuss with the teams about projects on agenda.

Web Conference

Web Conference is a secure, cost-effective and easy-to-implement on-demand Video Conferencing Solution and Service from ECTL (Enhanced Communication and Technologies (P) Ltd.) that offers you a robust set of video conferencing and collaboration features on any device, anywhere. The new solution gives robust features such as AI-led transcription, video recording, conference summaries and more.

For more details visit us at <https://bit.ly/3gbRzh5>

HCL Rated Overall #2 in HfS Top 10 on Agile Software Development 2020



HCL Technologies, a leading global technology company, continues to be recognized for its global leadership and prowess in Agile Software Development. In a recent assessment by HfS, HCL has been ranked overall #2 out of 18 players

featured in the research.

The research report, HfS Top 10: Agile Software Development 2020, highlights HCL's client-focused approach with offerings in the sweet-spot of value and service excellence. HCL has been rated amongst top 3 players across multiple parameters including Client Results, Pricing & Commercial Models, Talent

Development & Strategy, Methodology & Approach and Vision for Investments. HCL's flexible and responsive culture backed by strong global talent, pricing and commercial competitiveness and the ability to fully adopt agile development makes it a leading provider of digital transformation services.

The report also acknowledges HCL's acquisitions and partnerships, solution portfolio and global scale in terms of Agile professionals & delivery centers that complement its strong execution and innovation capabilities.

In the assessment, HfS has evaluated technology providers using a rigorous methodology across three key dimensions: Voice of the customer, Ability to execute, and Innovation capability.

5 HR startups tapping progressive onboard top talent amidst COVID-19

The Covid-19 pandemic has taken the entire world to a halt, affecting businesses across the globe. The lockdown has caused in the shutting of many industries, resulting in companies struggling to retain their employees. In these difficult times, organisations are trying their best to balance humanitarian requirements with cash flows. While the pandemic has affected a large number of industries, there are sectors, which, on the conflicting, need the workforce to handle the current crisis.

In the midst of lay-offs, a possible economic contraction and reduction of job opportunities, a sense of fear and uncertainty is tangible. In this digital era, as technologies disrupt most industries, hiring is also on the path of change. Here are some several start-ups are using technologies like Artificial Intelligence, machine learning, and analytics to address the recruitment needs of companies.

Here are 5 HR startups tapping progressive onboard top talent amidst COVID-19:

iXceed Solutions: iXceed Solutions is a leading Talent and Workforce Solutions service provider to Fortune 500 companies globally focussing on Technology, IT Consulting, Engineering Consulting domains. iXceed has been functioning as one of the leading end-to-end recruitment solutions Internationally(UK), now operational in the Indian market. iXceed uses an efficient and robust process to develop solutions in the recruitment space. The facilities are primarily tech skill-based, and customer satisfaction is always based on the best fit for the industry.

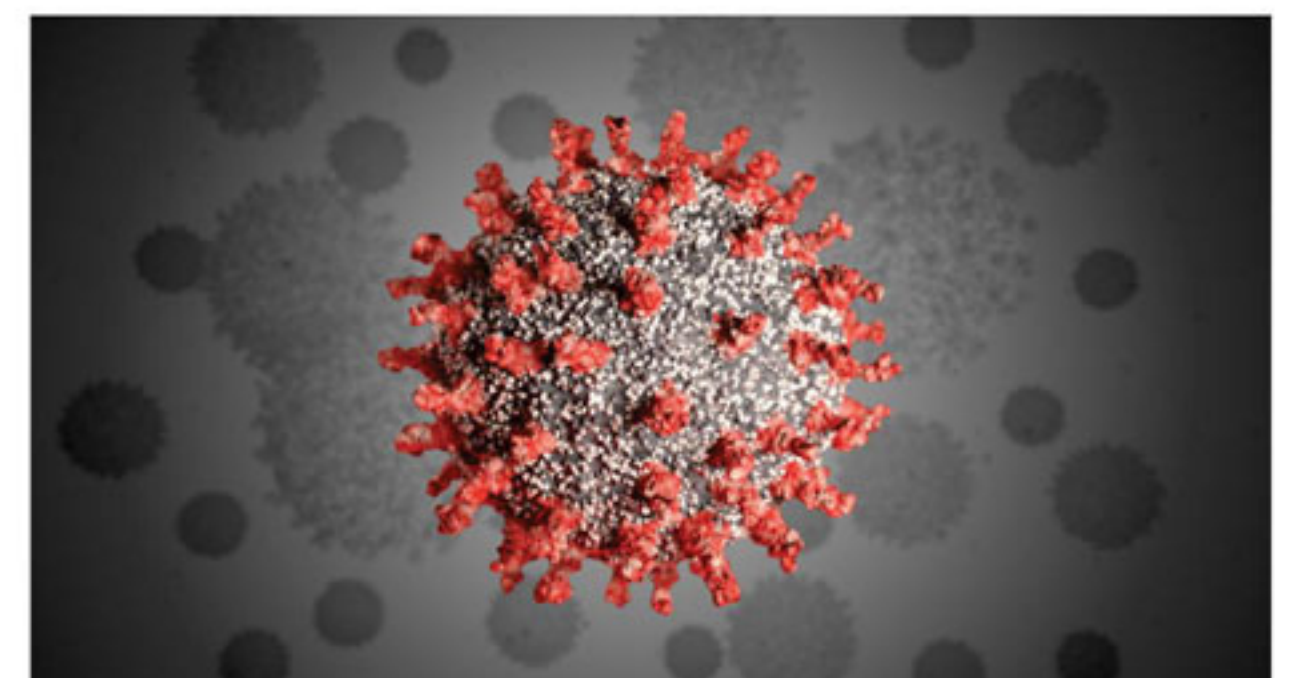
Darwinbox: Established in 2015, Darwinbox is a cloud-based HR solutions firm. An end-to-end HR platform, Darwinbox offers solutions for recruitment, core HR processes, employee engagement, performance management, employee movement, and others. The platform's AI engine allows a recruiter to analyze a job description and employee profile and picks keywords to arrive at a certain ranking metric. The 4-year-old firm serves over 100 clients, including Paytm, ekart, Spencer's, Delhivery, and others.

Monjin: Launched in 2014 by Abhijit Kashyape, Monjin is an on-

demand interview platform that uses digital and video assessment to let candidates showcase their skills and personality, and help corporations find the right hire. On Monjin, assessments are not done by technology; senior industry individuals review prospective employees for a company. The interviewers and candidates are matched on the Monjin engine through AI for an interview. The clients have access to a video interview where they see the interviewer and the candidate both in the frame; the interview is indexed, rated, tagged by skill, and subskills, by behaviour and by competency. There is also a summary video as a part of an assessment, which is delivered.

EdGE Networks: Started in 2012 EdGE Networks provides a suite of AI-powered products that not only auto-source, auto-screen and auto-engage the best candidates and employees for a role, but also recommend the best career path and draw up a personalized learning path for each employee. Over six years, the team at EdGE Networks has developed productivity tools that leverage AI to help businesses address challenges in the areas of talent acquisition, workforce optimization, talent transformation, and workforce planning. The company has three enterprise solutions – Talent Analytics, Workforce Optimisation, and HIREalchemy – that cover a gamut of HR requirements.

Dockabl: Started in 2017, Dockabl is an employee experience platform that enables organizations to do continuous performance management with tech-based tools like structured goals, tracking progress, real-time feedback and peer recognition. The app is built for the benefit of employees, managers, HRs, and leaders equally.



Cyberbit India is proud to present a new competitive cybersecurity league named the “Cybersecurity Champions League”



Cyberbit India is proud to present a new competitive cybersecurity league named the “Cybersecurity

Champions League” focused on displaying India’s leading cybersecurity talent. The Cybersecurity Champions League, or CCL, is the first virtual league dedicated to cybersecurity professionals in the country. Throughout the course of the league season, contestants will be pitted against the best of their peers in a virtual corporate environment where real-world cyberattacks will take place.

The Cybersecurity Champions League is a multi-stage contest where contestants will have to identify incidents, contain damage, mitigate the attack, and ensure their network is protected from the attack occurring a second time, all within a given time limit. For those who are newer to cybersecurity, Cyberbit has collated a library of materials for them to build their skills on the CCL site. With the launch of this league, Cyberbit hopes to encourage more individuals to consider a career in cybersecurity, actively helping to close the cyber skills gap in India.

Winning teams will receive attractive prizes including a MacBook

Pro, iPhone 11, Apple Watch, and many more for the top 50 teams! People who are working in corporates and managing SOC operations are eligible to participate in the contest. Registration to qualify for the CCL is now live and is open until August 28, 2020. Teams that wish to participate in the CCL must register on <http://go.cyberbit.com/cybersecurity-champions-league/>. Get ready to form the team and register!

“According to SANS SOC Survey 2019, Cybersecurity skills gap is the number #1 challenge for global organizations from the last 3 years. On top of it, India will have a shortage of one million Cybersecurity professionals by 2025 as per the DSCI study.” Said Mr. Rakesh Kharwal, Managing Director, India & Southeast Asia at Cyberbit. “Though today’s professionals have good theoretical knowledge, they face their first cybersecurity incident on the job. Through this contest, we want to do our bit in making the cybersecurity community more skilled and equipped by making them experience and mitigate real-life attacks in a safe environment. I urge cyber professionals to participate in this one-of-a-kind contest and spread the word in the cybersecurity community so that more and more get benefited from this initiative”.

Moneycontrol, in association with CISCO, hosts ‘Small Business Virtual Summit 2020’ to assist MSMEs chart a roadmap towards recovery fuelled by digital transformation

Moneycontrol, the market leader in business and finance news with a stellar record of providing the most authentic and valuable information to its users, successfully concluded its ‘Small Business Virtual Summit’ in association with CISCO on July 17, 2020.

Thousands of SMEs in India are reeling under the effect of the coronavirus lockdown and helping them hit the road to recovery was the need of the hour. Through the theme of #RuknaManaHai, the virtual summit was aimed at helping MSME owners build business resilience and chart out a roadmap towards growth through digitalisation.

The keynote address at the summit was delivered by Shri Nitin Jairam Gadkari, the Hon’ble Minister of Micro, Small and Medium Enterprises, Government of India, who emphasised that how small businesses have the skills to power their journey towards self-reliance. “At present, we are facing a lot of challenges at the economy front. But I want to assure everyone that the government is positive and supportive, and is being a facilitator of change in promoting industries, trade and businesses. In the face of uncertainty, this is the time for cooperation from all stakeholders. We must plan and adopt an appropriate vision and move fast towards it. There is a huge potential for export, and we are formulating conducive policies for agro, forest, and rural MSMEs with an aim to create more potential jobs for the youth. With the launch of our MSME portal ‘Champion’, we seek to resolve the problems that Indian businesses are facing,” he said at the summit.

The summit also featured industry stalwarts such as Gopal Pillai, Vice President, Seller Services – Amazon India, Divya Sethi, Head of Emerging Business – Airtel Business, Mahanthesha Kestur Adaviswamy, Managing Director – Teleindia Networks, Panish PK, Managing Director – Small Business, CISCO India, and more. The galaxy of esteemed panellists discussed the importance of digital transformation and why it was important for small businesses to get on the digital bandwagon.

The summit focused on addressing the many challenges affecting small businesses including lack of access to working capital, access to resell, and access to human resources. Laying emphasis on digitization, the discussions provided actionable solutions such as collaborative technology, relevance of cybersecurity, cloud investments and implementation of AI tools.

In a bid to curate an insightful and engaging virtual summit, Moneycontrol joined forces with CISCO India, a company renowned for developing exceptional technology solutions to empower small businesses thrive. With Moneycontrol and CISCO bringing together their combined expertise on powering the small business growth engine, they were able to create an engaging event garnering over 12,500 registrations overall.



Network18 launches 16 new Amazon Alexa Skills with Live News Experience



Network18, India's leading news network announces the launch of 16 new Alexa Skills across 12 languages for users of Amazon Echo

and Alexa built-in devices. As part of the launch, users will get access to live news from Network18's top channels- CNN-News18 and News18 India, along with their regional TV channels in Hindi, Gujarati, Bangla, Marathi, Tamil, Kannada, Malayalam, Assamese, Punjabi, Odia and Urdu.

These skills will provide a seamless experience to users who want to stay updated with live news by using simple voice commands. Users can just say, "Alexa, Play CNN-News18", "Alexa, Play News18 Tamil" or "Alexa, Play News18 Kannada" to listen to the latest news in the language of their choice. These new skills will be available in audio and video formats for both screen devices like Echo Show range and FTV as well as all other Echo and Alexa built-in devices.

Commenting on the development, Mitul Sangani, COO – General News, Network18 Digital said, "We, have always believed in creating content based on deep consumer insights that resonate with the audience. This is the time for us to leverage the repertoire

of content and expertise we have built over the years. As the leading destination for regional language news, the onus lies on us to reach out to existing and new audiences on devices that are fast becoming the go-to medium of content consumption. Such launches expand our footprint amongst audiences and showcases that the brand is at the forefront of digital innovation. We are happy that the launch of these 16 new Alexa skills will provide a seamless experience to our audience who want to stay in touch with live news by just using their voice."

Dilip R.S., Country Manager, Alexa Skills and Voice Services, Amazon India said, "We are excited to see Network18 launch 16 new Alexa skills. Asking for information via voice is more intuitive than typing and reading through the articles. With the News18 Skills, users will be able to get 24x7 live news updates in the language of their choice. We are sure users will enjoy the convenience of using simple voice commands to ask Alexa for live news and stay updated about important and relevant news in their favourite languages."

Network18 is India's largest TV network with the broadest spectrum of text & video content across 15 languages and 20 TV channels. Online 24x7, News18 is powered by not just journalists but also Network18's team of over 1,000 news professionals.

Canon India sets an Industry Benchmark by Taking its Services Mobile



Marking yet another milestone in its service outreach, Canon India, one of the leading innovators in the imaging and printing space, announced the launch of its new mobile

applications, Canon Care and Mobile CMP, and WhatsApp services. The new mobile applications endeavor to strengthen Canon's prowess in delivering end to end customer support, thereby setting a benchmark in the service segment. WhatsApp services have been introduced to assist customers with their queries, especially during these difficult times when technology is playing a key role in keeping us connected. It will be available in English, Hindi, Tamil, Malayalam and Bengali languages.

As part of its persistent customer servicing efforts, Canon India will provide 24x7 assistance to customers through the new mobile applications and most widely used messenger service WhatsApp. It will help the company to connect better with customers not only in metro cities but also in remote places across India. Servicing both B2B and B2C customers, the new mobile applications and WhatsApp service will provide a seamless experience making it the easiest and the most valuable source of customer connect with the organization. Canon Care mobile app, aims to help printer users, through features such as booking a service request, purchase cartridge and extended warranty, locating nearest service centre and download software/drivers. They will also be

able to track their request status and schedule an engineer visit if needed. Through Mobile CMP, Canon will be catering to the service requirements of B2B customers, by offering features like logging service call and view ticket history, toner request, view contract period, viewing machine life and request for contract renewal. Customers can also log service/toner requests and check for status on the existing queries. With 24x7 availability, customers can directly interact with Canon India through WhatsApp and get a prompt response for their queries/service requests.

Speaking about the innovations to enrich customer experiences, Mr. Kazutada Kobayashi, President & CEO of Canon India said, "At Canon India, service is an integral part of our everyday operations and the backbone of our legacy in the country. Our service team, called 'Market Engineering' ensures that we maintain constant communication with our customers from the point of purchase to throughout their journey with us. During these unprecedented times, it is imperative for brands to reinvent their service mechanism and utilize the digital platforms efficiently. Putting our customers first, we are delighted to introduce the new first ever service centric mobile applications along with the WhatsApp services, which understand and manage their diverse requirements. Through our impeccable service outreach backed by the latest innovations across all product segments, we will continue to strengthen our commitment towards 'Customer Delight'."

less value added services for both B2C & B2B customers.

For more details visit us at <https://bit.ly/2EnuXMm>



ThinkPad

Lenovo™

ThinkBook



ThinkCentre

ThinkStation



ThinkPad, ThinkCentre, ThinkStation & ThinkBook Complete range available at:



ICON INTEGRATED SERVICES

9A, Sunshine Enclave, Uniara Garden, Moti Doongri Road, Jaipur
Ph. : +91 - 141-2624250,2621252, Mob : 99834 56517,92140 65227,9829065228
Email :- sales@iconitservices.com & shweta@iconitservices.com & rajeev@iconitservices.com

Looking
for Complete
Corporate
& IT Solution?



ICPL

ICPL

for complete solutions

Servers, Softwares, Computer, Hardware, Peripherals etc..

**Computer, IT Consulting & IT Services has
definitely provided the results and peace of
mind that you are looking for ...**

**That creates thoughtful results you can
trust.. Team ICPL**

www.icpljpr.com

**Call us
NOW**

Informatic Computech Pvt. Ltd.

Phone: +91-141-2280510, Email : md@icpljpr.com

AWS Announces Amazon Interactive Video Service (Amazon IVS)



Amazon Web Services, Inc. (AWS), an Amazon.com company (NASDAQ: AMZN), announced the general availability of Amazon Interactive Video Service (Amazon

IVS), a new fully managed service that makes it easy to set up live, interactive video streams for a web or mobile application in just a few minutes. Amazon IVS uses the same technology that powers Twitch, one of the most popular live streaming services in the world with nearly 10 billion hours of video watched in 2019, giving customers live content with latency (the time video takes to go from the camera to the viewer) that can be less than three seconds (significantly lower than the 20-30 second latencies common with online streaming video today). Customers can easily configure and stream live video through their own website or mobile application, with scalable delivery that supports millions of concurrent viewers globally. With the Amazon IVS SDK and APIs, customers can also build interactive features into their live streams like virtual chat spaces, votes and polls, moderated question and answer sessions, and synchronized promotional elements. There are no additional charges or upfront commitments required to use Amazon IVS, and customers pay only for video input to Amazon IVS and video output delivered to viewers. To get started with Amazon IVS, visit <https://aws.amazon.com/ivs>.

Online audiences are increasingly turning to mobile and web applications for live video across sports, entertainment, education, and work. Today's viewers require higher-resolution content and smooth video playback without buffering or delays no matter where they are or what device or application they are using. Viewers have also come to expect more interactivity in live streaming, so they can engage with those experiences (and others watching) as events unfold, not moments after they happen. Setting up the infrastructure to keep pace with consumer demand for live video is complex, time consuming, and expensive. Today, it takes customers months to build interactive applications with video workflows for content ingestion, processing, and distribution, and then they still need to configure transcoders for adaptive-bitrate-formatted streaming to support multiple types of devices, select the appropriate streaming protocols, set up the content delivery networks (CDNs), and integrate video players. Even after all this work, live-streamed interactive content still requires minimal latency for a good user experience. However, traditional video streaming requires video to be produced in various resolutions and divided into segments for delivery. Multiple segments are then stored in a buffer by the viewer's video player so that playback resolution can be changed depending on the viewer's network and device to optimize quality of service, all of which creates a lot of extra latency.

For more details visit us at <https://bit.ly/30c8YRd>

PayU partners with Shiprocket Social and Quick eSelling



PayU, India's leading online payment solutions provider, has partnered with leading e-commerce platforms, Shiprocket Social and Quick eSelling to enable their 15000+ merchants to digitize transactions. The strategic partnerships re-affirm PayU's vision to work with SMBs to digitize every step of their business processes. In turn, the

partnership with Shiprocket Social will enable PayU merchants to transform their businesses into high-end brands with free online store development; partnership with Quick eSelling will allow PayU merchants to launch, manage and optimize online stores.

In addition to payment solutions, merchant partners of Shiprocket Social and Quick eSelling will also be able to avail other infrastructural support offered by PayU. This includes features such as same-day settlements to manage cash flows, accept international payments, initiate bulk payments, and offer EMIs to customers. Merchants will also be able to improve convenience for customers by offering payments through links, shared via SMS, WhatsApp, Instagram, email.

Commenting on the partnership, Noopur Chaturvedi, Country Head – Small and Medium Business, PayU India said, "Our aim is to support all SMBs by providing an eco-system of services that help them digitize their businesses. Towards this end, we have existing partnerships with leading ecosystem players such as Shopify, Shopmatic, Wix and others. We are proud to now collaborate with Shiprocket Social and Quick eSelling, thus making our solutions

available to a larger set of merchants going online. We look forward to a fruitful partnership towards digitizing India!"

Akshay Ghulati, CBO & Co-Founder said, "Shiprocket Social enables SMBs and social sellers to transform their businesses into brands. The integration with PayU will help merchants build a hassle-free online presence, along with innovative and multi-faceted digital payment solutions."

Shrenik Gandhi, Co-founder, Quick eSelling, said, "We are thrilled to partner with PayU. We have an exceptional tech platform to help retailers and brands set up their online stores and leverage the power of eCommerce. This partnership and PayU's hassle-free onboarding, high transaction success rates and data analytics support to improve business will give a fresh boost for our digital-savvy merchants."

Digital payments are expected to reach \$135.2 billion in 2023, however, 70 percent of Indian SMBs are still offline indicating a huge opportunity. Through this partnership, Shiprocket Social and Quick eSelling merchants will be able to accept payments via multiple payments options such as UPI, Cards, Net Banking, digital wallets and payment links, increasing ease and convenience for customers. PayU offers 100% online and hassle-free onboarding, zero set up fee, zero annual maintenance charges, seamless checkout, real-time tracking and reconciliation of transactions and monitoring business on-the-go, enabling SMB merchants and social sellers to optimize their productivity. PayU also offers plugins on multiple platforms including WordPress, Magento, OpenCart, WooCommerce and others to facilitate quick and easy integration and development.

The Technology and Business Services Sector across the world have united to launch The Global Technology and Business Services Council.

NASSCOM[®] In an industry first, the twelve major independent regional organizations representing the Technology and Business Services Sector across the world have united to launch The Global Technology and Business Services Council (GT&BSC- <https://gtbsc.org>). The council aims to demonstrate how the global tech industry dealt with the COVID crisis ensuring business continuity and employee safety, the overwhelming feedback it has received from clients across the world, the critical support it provides to various sectors, the absolutely critical role of highly skilled tech workers and the “essential services” they provide. Last but not the least, the innovation it drives and why it is critical to preserve the global, interconnected and collaborative nature of this industry.

GT&BSC, an alliance of twelve international associations representing the technology and business services sector across Bosnia, Bulgaria, Czech Republic, Egypt, India, Latin America, Latvia, Malaysia, Poland, Romania, Russia, South Africa, Sri Lanka, United Kingdom, United States and Ukraine, collectively represent the interests of over 10,000 organisations, including multi-nationals, indigenous tech companies, SMEs, and start-ups. Even before COVID struck, technology was already permeating itself into multiple layers of businesses. With the pandemic the speed and the depth of technology adoption is only going to accelerate. It has further brought to light the critical role of tech workers in supporting key IT infrastructure, managing data and global processes for critical sectors such as healthcare, government, banking, supply chains, telecom, come up with innovative data driven analytics, products and solutions that help in better decision making. These are highly skilled technology workers and every nation needs access to them.

“The one thing that is common in keeping multiple industries

afloat during these trying times and enabling them to transform into digital businesses is “TECHNOLOGY”. Shared efforts by governments, international organisation and global businesses remind us of our connectivity and interdependency and why it is important to retain the global nature of the tech industry. This is a time for collaboration, harnessing investment and innovation from around the world to maximise the speed and depth of economic recovery in all countries”, said Shivendra Singh, Vice President, Global Trade Development, NASSCOM.

NASSCOM is also a signatory to the global business community call by the Information Technology Industry Council (ITI), US, to policymakers worldwide to adopt clear and consistent guidance on including technology workers as those providing essential services. This is also in alignment with recent guidance published by the U.S. Department of Homeland Security’s Cybersecurity and Infrastructure Security Agency (CISA) that designates key categories of Information and Communication Technology (ICT) workers as essential services.

The tech sector was central to the rapid deployment of work from home models not only in India but across the world, providing key support to governments and healthcare for strengthening the fight against COVID. Across countries, technology is helping track the outbreak, clean hospitals, deliver supplies and develop vaccines. This is all referenced in the report being published today entitled: “A unified global response for the technology and business services industry”.

The council from hereon will promote the industry globally, capture and share value creation, demonstrate the innovations it drives, provide a global network to share best practice, work collaboratively on global research programmes and thought leadership and represent the interests of the sector to multiple stakeholders.

FAIITAs new eStore Launch



The Hon’ble Union Minister of Electronics and Information Technology Sh. Ravi Shankar Prasad today formally launched FAIITA GlobalLinker, a digital platform solution for Indian IT enterprises to

digitize their business and join a global SME community.

FAIITA GlobalLinker platform will help FAIITA’s Member Channel Community, who are offline sellers of IT hardware to create online Estores for themselves to sell their products online while being able to network with a wider SME community of local and global firms. The member estores will allow FAIITA members be better prepared to handle consumer and institutional requirements for online purchase and these estores will be pre-embedded with payment gateway & logistics solutions.

At the core of FAIITA GlobalLinker is a growing global network, currently comprising over 300,000 SME firms from over 150 countries, who are seeking business collaboration and growth

opportunities. The networking feature is powered by the use of patented electronic business cards and digital profiles created on the GlobalLinker platform. The platform also offers a range of other features and benefits for FAIITA members, including:

Business Growth Opportunities – members may find clients, suppliers and advisors through reviewing profiles and searching from this growing global community of businesses;

Up-to-date Business Knowledge – members may access a range of business articles, industry news and participate in common interest groups or even seek specific assistance from other members of the community;

Savings on business related services – members may avail of a growing range of services to save them time, effort and money;

Improved efficiencies – members can use a range of services from a ready company intranet for all employees, HRMS, a business calendar and document storage etc.

[For more details visit us at https://bit.ly/3jPbiFD](https://bit.ly/3jPbiFD)

Viavi Solutions unveiled significant enhancements to its RF field test portfolio to enable service providers, network equipment manufacturers



Viavi Solutions today unveiled significant enhancements to its RF field test portfolio to enable service

providers, network equipment manufacturers (NEMs) and contractors to accelerate the deployment and management of both 5G and legacy LTE radio access networks (RAN).

The insatiable demand for mobile data and new 5G service offerings is driving service providers to accelerate the deployment of their 5G networks, while ensuring existing mobile service is not compromised. As such, service providers are under tremendous pressure to reduce deployment time to meet the constant network demand even as they reduce operational expenses. VIAVI has worked closely with service providers to help them achieve these

goals by delivering wide-ranging enhancements for its industry-leading RF test portfolio, including the CellAdvisor 5G, OneAdvisor-800 and InterferenceAdvisor solutions.

“As service providers build out dense 5G networks, the potential for RF interference grows exponentially, complicating deployment, management and troubleshooting, which can quickly lead to poor service quality and subscriber churn,” said Kevin Oliver, Vice President and General Manager, Converged Instruments and Virtual Test, VIAVI. “Our robust portfolio of RF field test solutions leverages years of test and measurement expertise across the full network lifecycle, removing complexity from the troubleshooting process so that service providers can easily and confidently resolve performance issues for all types of cell sites.”

[For more details visit us at https://bit.ly/3fjq6c8](https://bit.ly/3fjq6c8)

Wi-Fi 6: A much needed technology to cater to future contingency



As the world is grappling with Covid-19 crisis, people are forced to work from home due to social

distancing norms to restrict the spread of the viral disease. But certainly, it has also created a new problem, as a big population of our workplace is working from home and using Wi-Fi connectivity on a large scale creating internet problems. But evidently, technology is the solution to the persisting problem and this particular problem can be decoded by using a new version of internet connectivity called “Wi-Fi 6”.

What is Wi-Fi 6?

Wi-Fi 6 is the newest version of Wi-Fi and is based on the IEEE 802.11ax standard. It offers a number of advantages over older Wi-Fi technology. Wi-Fi 6 isn't a new means of connecting to the internet like fiber – rather, it's an upgraded standard that compatible devices, particularly routers, can take advantage of to transmit Wi-Fi signals more efficiently. Basically, it is designed to enable users to more easily understand the type of devices they are using.

Difference from Other Wi-Fi

The latest Wi-Fi standard offers faster data transfer speeds. If you are using a Wi-Fi router with a single device, maximum potential speeds should be up to 40% higher with Wi-Fi 6 compared to Wi-Fi 5.

Wi-Fi 6 accomplishes greater speed and bandwidth by efficient data encoding, resulting in higher throughput. Mainly, more data

is packed into the same radio waves. The chips that encode and decode these signals are more powerful and can handle the extra work.

Advantages of Wi-Fi 6

Wi-Fi 6 is more than just a new name. There are many significant improvements that are incorporated into Wi-Fi 6 that will make it much more useful to wireless users around the world. Here are some of these advantages:

Greater data transfer speed: Every Wi-Fi generation has provided greater data transfer speed and Wi-Fi 6 is no exception. The theoretical speed of Wi-Fi 6 is 10Gbps. It achieves this increased speed by combining dual spectrum bands of 2.4GHz and 5GHz and also by employing MU-MIMO technology for both uplink and downlink data transfers.

Increased battery life: Another important benefit of Wi-Fi 6 is the increased battery life that devices accessing a Wi-Fi 6 network will enjoy. Battery life is extended through a feature known as Target Wake Time (TWT). TWT enables the Wi-Fi access point to communicate with your device to tell it when exactly to turn its Wi-Fi radio to wake up and go to sleep. This helps conserve power as your device will spend more time in sleep mode than with previous Wi-Fi generations.

Better performance in congested and restricted areas: Wi-Fi tends to get bogged down when you're in a crowded place with a lot of Wi-Fi enabled devices. The new Wi-Fi 6, also known as 802.11ax, incorporates many new technologies to help with this.

[For more details visit us at https://bit.ly/30csCfW](https://bit.ly/30csCfW)

Contact For Advertisement



Vikas Gupta - 9027307508

vikas@itvoice.in

Shantanu Chatterjee- 7597921470

shantanu@itvoice.in

Tech Mahindra Facilitates Return of Over 210 Employees and their Dependents from the US.



Tech Mahindra, is a pioneer in digital transformation, consultation and business reengineering services. It has facilitated the returning of over 210 employees and their

dependents who were stranded in the United States due to this pandemic lockdown. A special chartered flight was organized from Dallas/Fort Worth International Airport.

CP Gurnani, MD & CEO, Tech Mahindra, said, that they have always focused on ensuring employee and customers well-being. This initiative that they have taken to bring all the US-based associates back is another example which shows their

commitment towards their employees' safety.

Harshvendra Soin, Global Chief People Officer and Head of Marketing, Tech Mahindra, said, that at Tech Mahindra, health, safety and well-being of the employees is the main concern. Helping their associates who were stuck in US, and bringing them back home shows their commitment towards their core-values.

Tech Mahindra conveyed solidarity in the global fight against COVID-19. It announced a temporary tweak in its brand logo. The tweak reflects how adaptable Tech Mahindra's is in this global crisis situation. The "e" in the Tech Mahindra logo is now boxed inside the home for the next few weeks, and it reflects how Tech Mahindra's 125,200+ associates have been adjusting to this crisis and are meeting the organization's commitments.

Astrum further Expands its Distribution Network in 8 States in India.



Astrum is a brand famously known for innovative intelligent solutions. It is further expanding its

distribution network to 8 other regions in India. The plan mainly aims to reach out to an extended customer base in different states such as Kerala, Madhya Pradesh, Karnataka, Andhra Pradesh, Uttar Pradesh, Uttarakhand, Rajasthan and West Bengal.

Mr. Manoj Kumar Pansari, Chairman and Managing Director of Astrum said that they are increasing their sales team to improve the distribution network and to drive in marketing so that the brand image strengthens across India. The regional distributors will not only help to bring their products to a greater customer base both online and offline, but will also provide employment opportunities to the people in this moment of economic crisis.

Astrum is soon expected to introduce products in smart device, wearable, audio range, gaming, IT peripherals, etc. this year under the tag of "Made in India". The products will be made available at all the different e-commerce platform like Flipkart, Amazon, Snapdeal, etc. Apart from its research and development activities, Astrum India operations will provide sales support and customer delivery across India. The number of authorized service centers will also increase in the coming time.

Astrum announced 4 products in health category last month for the very first time in India. It launched the Portable UV Light Sterilizer which can kill 99.99% germs & bacteria on any surface. It also launched a thermal scanner which measures the temperature of the COVID-19 suspected patients and thirdly an Air Purifier, which helps in purification of the air in the entire room and the fourth one is Automatic Sensor-based Hand Sanitizer.

Robots everywhere: Army of single-purpose 'bots get household chores done.

Science fiction has given us a picture of our future live where robots will do all our daily tasks. Just like Rosie the maid on The Jetsons to C-3PO in the Star Wars films, we've all been dreaming of that fine day when we will be surrounded by all manner of cyborg butlers and servants who will do every possible kind of work for us.

Unfortunately, the age of the one-size-fits-all robot servant has still not arrived. We have a smaller army of single-purpose robotic aids who can perform all sorts of specified tasks. But the problem is those tasks that it can perform are very basic. Be the the daily household task, today's robot simply can't manage that.

These household task look simple and easy for us. But for robots it requires many minute skills like spatial reasoning and fine motor control, which needs extremely advanced programming.

We have robotic vacuums, mops, mowers, window cleaners, sanitizers, and many more, but they have still not reached the heights of movie robots instead we have multiple robots that serve specific purposes. As AI is advancing these individual robots can be programmed to work together. Using voice assistants like Alexa, one can now control the individual robots through one robot, creating a single point for guiding the tiny army of individual robots.



McAfee Revolutionizes its Endpoint Security Platform With Industry's First Proactive Solution To Help Organizations Stay Ahead of Emerging Threats.



McAfee is a device-to-cloud cybersecurity company. It announced that McAfee MVISION Insights will be generally available. It is the

industry's first security solution that will change the entire cyber security paradigm by blocking the threats before the attack can take place.

MVISION Insights provides threat intelligence based on McAfee's cutting-edge threat research and sophisticated Artificial intelligence (AI) applied to real-time threat telemetry. It is streamed from over 1 billion sensors.

Internal research by McAfee reveals that majority of security teams feel that they are prepared or protected enough to handle threats. Though numerous threat intelligence solutions are available in the market. It is difficult to understand which one is actionable and contextual. The multiple siloed endpoint security tools are tiring down security teams who are struggling to enable their organizations to safely adopt the cloud for digital transformation. The implementation of MVISION Insights into McAfee's endpoint security platform will reduce the burden on security operations professionals.

Ash Kulkarni, executive vice president and chief product officer of

the enterprise business group at McAfee said that CISOs is looking for an answer to the fundamental question: How protected they are against the current adversarial campaigns which are targeting their organizations. McAfee latest endpoint security solutions will provide the industries with the most actionable threat intelligence solution so that organizations can prevent an attack before it even takes place.

McAfee's endpoint security platform provides the following key customer outcomes:

Prevent an attack by "shifting-left" (engaging early) in the attack lifecycle with enhanced security posture scores, configuration assessment and automated policies and updates

Prevent ransomware and other advanced malware attacks using integrated native OS controls, behavioral blocking, exploit prevention, machine learning and file-less threat defense

Simplified investigation and easy response to sophisticated threat campaigns with unified Endpoint Detection and Response (EDR) capabilities. The strategy will include continuous monitoring, multi-sensor telemetry, AI-guided investigations, MITRE ATT&CK mapping and real-time hunting

Reduce the effect and impact of an attack with enhanced remediation capabilities.

Gain operational efficiencies with the help of cloud-delivered and unified endpoint solution.

Top 5 Data Center Trends in the Tech Landscape of 2020.



Data is the most important asset in the current scenario and is the main driving force behind digital economy. The business environments are changing continuously, data workloads are evolving and increasing and thus the storage requirements of the applications are increasing. SSD is the current storage technology-of-choice for

application acceleration. It also provides real-time access.

The emerging trends such as autonomous driving, AI, machine learning, edge applications, etc., also generate huge volumes of data. Thus, the data infrastructure is also undergoing transformation to help the organizations meet their data demands and support the current workloads.

Given below are five key trends which are boosting the next generation of NVMe SSDs in data centers and the cloud:

1. Workload evolution

The current technological trends such as cloud storage, AI, machine learning is making the organizations change their data infrastructure to the changing workloads. There is a huge shift in diversity of data that is being generated by both enterprises as well as consumers.

2. A better understanding of the role of data infrastructure

The current data center architecture has a deeper knowledge of the applications and they tend to focus more on the type of architecture which is more demanding. Based on an application's read and write patterns, the data center architects are deploying NVMe SSDs as the

primary storage devices that will deliver not only an enhanced performance but also a low power and high endurance for executing a particular task.

3. Advancements in 3D NAND technology

NAND is a type of non-volatile storage technology, which has revolutionized Internet of Things (IoT), mobile devices, personal computing, wearables, videography and flash in the data center. This evolutions has led to extended capacity and higher density SSDs. At the same time it provides higher endurance and better performance and reliability.

4. NVMe™

NVM Express (NVMe) is mainly designed to increase the benefit of high-performance flash storage media, provide a boosted performance and low latency. This technology is the key behind the transformation of the data centres and applications mainly real-time analytics and machine-to-machine workloads, Internet of Things and other emerging technologies.

5. The move from general to purpose-built solutions

Selecting a proper data storage foundation is mandatory for optimizing solutions. The realization that the current architecture is inefficient and increases overhead is hitting hard. It increases the overhead. The organisations are trying to develop a complete purpose-built solution adopting the demanded architectures that can work beyond the limited resource ratios of general-purpose processing, memory, storage and interconnect.

Tech Data Plans to Invest Approximately \$750 Million to Accelerate Digital Transformation .



Tech Data (or the “Company”) today announced that they are planning to invest a sum of \$750

million in digital transformation efforts over the coming five years. This investment will help Tech Data to accelerate their strategy of innovating and delivering better experiences and agility to the business enterprises.

Rich Hume, chief executive officer, Tech Data said that the acquisition of Tech Data by Apollo funds is a big milestone. They continue to execute their strategy to transform the company such that it defines new operational and cultural standards. They firmly believe that Apollo will be an important partner who will aid them

to enable their channel partners to bring the technology products and solutions that the world needs for growth to the market.

Tech Data’s digital transformation focuses on providing state-of-the-art automation, platforms and analytics which will allow the Company to be more agile and responsive to the continuously changing needs of their channel partners. The program also includes building a highly scalable digital and business platform and also a cloud-based digital marketplace that can support Tech Data’s robust growth plans.

Robert Kalsow-Ramos, Private Equity Partner at Apollo said that Apollo views Tech Data as a strong platform for potential growth and diversity. They assured full support for this investment.

Samsung launches some new TVs: The Serif, The Frame and the QLED 8K TV



The QLED 8K 2020 TV will be the flagship from Samsung. The amazing new TV consists of 33 million pixels in each frame. This TV features an ultra slim design with an infinity screen, the incredible edge to edge display,

Adaptive Picture, Active Voice Amplifier, Q-Symphony and Object Tracking Sound+. These QLED 8K TVs comes with Real 8K Resolution, 8K AI Upscaling, Quantum Processor and Quantum HDR.

Samsung’s QLED 8K TVs are available in 65-inch, 75-inch, 82-inch, and 85-inch, ranging from 4.99 lakhs to 15.79 lakhs.

The new Serif has a one of a kind design i.n the shape of I, with a floor stand. The TV supports NFC. It supports 4K and is perfect

example of an aesthetic TV and can also be considered as an amazing object for home decor. It has similar capabilities as compared to the QLED 8K.

The Serif in three sizes 43-inch, 49-inch, and 55-inch, ranging from Rs. 83,900 to Rs. 1,48,900.

The Frame 2020 is a perfect amalgamation of Samsung’s QLED technology and innovative design, enhancing entertainment experience for customers. The QLED technology provides beautiful colors and details with 100% color volume.

But when the TV is off, it can make your house feel like an art piece on the wall.

All the three TVs will surely be available on Samsung’s Online Shop, and The Frame is already available to buy and the QLED 8K TV is available to pre-book offering two S20+ and 15000 cashback as a benefit.

Sony to launch subscription based AI powered Image sensors



Sony the Japanese company has been growing its portfolio over the years trying different industries and experimenting with products. They have come up with a data analyzing software which uses image sensors and plans

to sell them using subscription and licensing. They aim to transform light-converting chips into a platform for software upgrades for the PlayStation Plus video games. Sony wants to couple its image sensors with artificial technology, which will become a gateway for imaging data. It will lead to the expansion of the industry varying much more than the individual sensor market. Sony claims to have developed an image sensor with built-in AI processes able to comprehend data. There could be multiple uses of this sort of camera technology in security or self-driven cars and even smartphone technology. Their payment plan is similar to that of their PlayStation online services, where you

monthly pay for the licensing of the software. Sony hasn’t announced a launch date for this project, but claims they have received may queries from businesses and factories wanting to use their image sensor. Samsung has also partnered with OmniVision Technologies to come up with their solution to image sensors. Still, Sonys already holds atleast 52% of the market share, which could prove challenging to trim. Many suggest that the use of such sensors could be limited compared to Sony’s presence in more than 1 billion camera consoles. Sony has been facing losses in the volatile consumer electronics sector, and but still, they are returning profits from the past two years. This could revolutionize the market and drive innovations for many more years to come. Somemiya said a software-centred approach would require a change of mindset at a division accustomed to abiding by specifications of smartphone makers – just five of whom account for the bulk of its revenue.

McAfee MVISION Cloud Becomes First CASB To Map

Cloud Threats to MITRE ATT&CK



McAfee, the device-to-cloud cybersecurity company, today announced the introduction of MITRE ATT&CK® into McAfee MVISION Cloud, the company's Cloud Access Security Broker

(CASB), delivering a precise method to hunt, detect and stop cyberattacks on cloud services. This new integration gives SecOps teams a direct source of cloud vulnerabilities and threats mapped to the tactics and techniques of ATT&CK. McAfee is the first CASB provider to tag and visualize cloud security events within an ATT&CK. "Many SecOps teams leverage repeatable processes and frameworks such as ATT&CK to mitigate risk and respond to threats to their endpoints and networks, but so far cloud threats and vulnerabilities have presented an unfamiliar paradigm," said Rajiv Gupta, senior vice president and general manager of Cloud Security, McAfee. "By translating cloud threats and vulnerabilities into the common language of ATT&CK, MVISION Cloud allows security teams to extend their processes and runbooks to the cloud, understand and preemptively respond to cloud vulnerabilities, and improve enterprise security."

According to data from McAfee research, most enterprises face an average of 20 attack attempts per month on their cloud services. The

ATT&CK integration brings cloud attacks into focus and provides the opportunity to identify gaps in protection and make policy and configuration changes directly from McAfee MVISION Cloud.

The ATT&CK integration with McAfee MVISION Cloud introduces new capabilities to mitigate the risk of cloud attacks and vulnerabilities, including the ability to:

Advance from Reactive to Proactive: McAfee MVISION Cloud allows SecOps teams to visualize not only executed threats in the ATT&CK framework, but also potential attacks they can stop across multiple Software-as-a-Service (SaaS), Platform-as-a-Service (PaaS) and Infrastructure-as-a-Service (IaaS) environments

Break Silos: SecOps teams can now bring pre-filtered cloud security incidents into their Security Information Event Management/Security Orchestration, Automation and Response platforms via API, mapped to the same ATT&CK framework they use for device and network threat investigation

Take Direct Action: McAfee MVISION Cloud now takes Cloud Security Posture Management (CSPM) to a new level, providing security managers with cloud service configuration recommendations for SaaS, PaaS and IaaS environments, which address specific ATT&CK adversary techniques.

[For more details visit us at https://bit.ly/39HQ9YZ](https://bit.ly/39HQ9YZ)

Tech Mahindra to Launch Blockchain based Contracts and Digital Rights Management Platform for Global Media and Entertainment Industry



Platform to enable production houses and content creators to track revenue, royalty payments, manage rights and address content piracy by leveraging IBM blockchain

Hyderabad – July 08, 2020: Tech Mahindra Ltd., a leading provider of digital transformation, consulting and business reengineering services and solutions, today announced the launch of a new digital platform, branded as 'Blockchain based Contracts and Rights Management System' (bCRMS) for the global media and entertainment industry. The platform is designed to enable production houses and content creators to track revenue, royalty payments, manage rights and address content piracy by leveraging IBM blockchain.

Tech Mahindra's new bCRMS platform is built on open source Hyperledger Fabric protocol and utilizes techniques like content hashing and forensic watermarking to track and trace content. The technology is industry agnostic and thereby it could also be used across other industries like trade, finance and healthcare that have a requirement for intellectual property and secured digital content.

Built on IBM Blockchain, the platform will restrict unauthorized access and redistribution of digital content, mitigate content piracy and manage royalty payments. The platform is designed to be scalable and empowers artists, fulfilment partners and

distributors with a clear, automated system for accessing and managing payments.

Rajesh Dhuddu, Blockchain and Cybersecurity Practice Leader, Tech Mahindra, said, "Fragmentation in the media and entertainment (M&E) landscape has had a profound impact on media consumption. Both media production houses and OTT (Over the top) players are creating intriguing content to improve customer stickiness and gain market share. This has led to an exponential increase in fraud with revenue lost due to online piracy estimated to approximately \$ 50 billion by 2022*. As part of our TechMNxt charter, bCRMS is developed to usher in the next generation of digital rights management systems for the media and entertainment industry that orchestrate the entire media content life cycle workflows across pre-production, post-production and distribution phases to enhance revenues, preempt contracts or rights infringement and focus on redefining end customer's content consumption experience"

bCRMS is designed to provide accurate, near real-time information and insights into the authenticity of content and detect any unauthorized use and distribution. Tech Mahindra is deploying bCRMS on IBM Blockchain for linear broadcast and Over-The-Top (OTT) service providers. Also, Tech Mahindra is part of the IBM public cloud ecosystem to help clients transform their operations and accelerate their hybrid cloud strategies and use blockchain technology to help foster trust and transparency across industries.

[For more details visit us at https://bit.ly/3jSNlRp](https://bit.ly/3jSNlRp)

Fujitsu Global Survey Demonstrates How Digital Transformation Provides Value to Society.



Fujitsu released its Future Insights Global Digital Transformation Survey Report 2020. It presents the results of the survey of 900 CxOs and the decision-makers of the large and mid-sized enterprises spread

across nine different countries such as Australia, China, France, Germany, Japan, Singapore, Spain, UK and US. The fourth iteration of this survey presents us with the perception of a business leader on the success parameters for a digital transformation (DX) and also on how it can benefit the society. It aims at creating a better trust in the society through innovation. These survey results will help an organization boost their digital transformation initiatives.

Summary of the survey findings is as follows:-

1. Aims for innovations from which the society can benefit. A major percentage of around 92% respondents believe and agree to the fact that if the society can benefit from their business innovation it will make their business more sustainable. There is a need of increasing the product and brand value, making the

product appealing to the younger generations as they are well-aware of the current-issues, they voice opinions which has an impact on the policies. 80% believe that delivering value to multiple stakeholders is also important.

2. Red flags on the way to success.

It is equally difficult to develop projects which are practical enough and from which the society can benefit. According to 34% of respondents it is difficult to identify a clear return on investments.

3. How DX can help the society?

A population of 89% respondents believe that digital transformations helps demonstrating the positive contribution to the society and business. Values that can be spread using digital transformation include personal safety, improved well-being and also contributing towards smart and sustainable cities and addressing climate change.



Digital Okta and RackNap join forces to boost cloud adoption in MENA region



Digital Okta, an Abu Dhabi based cloud services provider focused on enabling digital transformation journeys for businesses with cloud, mobility, IoT and Big Data solutions, entered into an alliance with RackNap, a cloud business automation platform, to drive cloud adoption in the MENA region.

Digital Okta leverages the best innovations in the cloud to help companies accelerate ahead. They understand that providing great customer experience is crucial to increase cloud adoption – and great customer experience happens when the services are delivered smoothly to customers, they are billed seamlessly, and get prompt support.

Digital Okta chose to partner with RackNap to automate its cloud billing and service provisioning, and to provide an online marketplace to the customers. This will help them manage service delivery for Microsoft cloud services, like Office 365, Azure and more and improve efficiency in the business processes, resulting in improved customer satisfaction.

“We always strive to provide the best service to our customers and in the current digital era, we need to deliver services with a great customer experience. RackNap enables us to achieve this and create a leverage over the competition with the power of automated service provisioning and seamless billing. After changes in Microsoft licensing, there is an increase in business opportunity for CSPs and by partnering with RackNap, we aim to boost the adoption of cloud in MENA region and serve an even bigger customer base.” said Feras Al Jabi, SVP, Digital Okta.

By associating with RackNap, Digital Okta can:

Automate cloud service s provisioning, billing and renewal reminders centrally.

Offer transparency in customer billing and resource usage with online marketplace for customers.

Bundle cloud services with other managed services to get better ROI.

“We are glad to partner with Digital Okta – an organization that was born in the cloud. Now more than ever, customers seek better experience and want transparency. With this partnership, we intend to meet these expectations by improving customer experience in the purchase and consumption of cloud services and providing transparency in terms of billing and cloud usage. This will help to cater to increasing demand for cloud services and drive the adoption of cloud in the MENA region,” said Sabarinathan Sampath, SVP, RackNap.

About Digital Okta

Digital Okta (ITQAN Global For Cloud & Digital Computing Systems Digital OKTA L.L.C) helps companies leverage Cloud, Mobility, AI, IoT and Big Data to serve their customers better and transform their businesses.

Digital Okta partners with its customers in their business IT transformation journey by providing state-of-the-art solutions that optimize their architecture in return for affordable services.

About RackNap

RackNap is a cloud service delivery and business automation platform that enables Cloud Service Providers (CSPs), traditional IT vendors (system integrators, distributors) and telcos to offer Cloud services via a unified marketplace. They can offer these services from their own data centers as well as resell cloud services of Microsoft (Office 365, Azure) and other vendors via RackNap. The platform automates ordering, provisioning and billing; offers management of sales and marketing; provides capability of managing inventory, support and help desk; supports multi-tier white labelled partner creation and management; and creates real-time business intelligence reports.



element14 Launches All-in-One pi-top [4] Computer to Support STEM Learning

element14

element14, the Development Distributor, is now shipping the new pi-top [4] – a programmable

computing device to support digital making, coding and practical projects for educators and students, as well as makers and inventors. Suitable for multiple learning environments in school, at home or in the community; students can develop key skills including coding and circuit design, as well as increasingly in-demand soft skills such as communication, critical thinking and problem-solving.

Every pi-top [4] computer comes with a Foundation Kit within a metal 'bento box' containing 14 components such as programmable sensors, buttons and LEDs. Users can get started right away and learn the basics of coding and physical computing, then continue their learning by progressing into guided lesson plans in advanced coding, robotics, cybersecurity and artificial intelligence. Equipped with a modular design and internal battery, the pi-top [4] can even take learning outside to the sports field or playground.

The software learning environment is built specifically for the classroom and designed by educators for educators to help teachers to get the most from their students. Support materials include step-by-step 'how to' guides that help students write code to control different electronic components such as lights and sensors. The software suite, which is bundled on the 8GB SD Card, also provides hundreds of hours of project-based learning.

Other key features of the pi-top [4] include:

Processor – Powered by the 1.5GHz quad core Raspberry Pi 4 with 4GB of RAM

Communication – USB 3.0, Gigabit ethernet, Dual 4K HDMI output, 40 GPIO pins and a 128×64 mini screen

Connectivity – The pi-top can be connected to any monitor or other device including Windows, Apple and Chromebook computers and third-party products such as Arduino and micro:bit. Raspberry Pi GPIO connectivity is included as standard.

Hardware compatibility – pi-top [4] connects easily with products of similar construction, such as LEGO® and Meccano. Users have instant access to thousands of free projects and resources that utilise the Raspberry Pi HAT architecture.

Software compatibility – The pi-top [4] supports a variety of educational software and apps including Scratch 3, Sonic Pi and Mu-Python code editor for beginner programmers as well as Chromium web browser and Google Suite, Photo Editor, mtPaint/ImageMagic, VLC Media Player and Minecraft Raspberry Pi edition.

element14 has worked with multiple educational organisations and governments to support strategic rollouts of STEM learning solutions into the classroom, and stocks a broad range of education devices that can be supplied in class, school and multiple-school quantities. element14 can also offer support with provision and bundling of equipment for bespoke large-scale programmes similar to the Super:bit programme in Norway.

The pi-top [4] computer and Foundation Kit is available for fast delivery from Farnell in EMEA, element14 in APAC and Newark in North America.

AWS Announces General Availability of Amazon Fraud Detector



Today, Amazon Web Services Inc. (AWS), an Amazon.com company (NASDAQ: AMZN), announced the general availability of Amazon

Fraud Detector, a fully managed service that makes it easy to quickly identify potentially fraudulent online activities like online payment and identity fraud. Using machine learning under the hood and based on over 20 years of fraud detection expertise from Amazon, Amazon Fraud Detector automatically identifies potentially fraudulent activity in milliseconds—with no machine learning expertise required. With just a few clicks in the Amazon Fraud Detector console, customers can select a pre-built machine learning model template, upload historical event data, and create decision logic to assign outcomes to the predictions (e.g. initiate a fraud investigation when the machine learning model predicts potentially fraudulent activity). There are no up-front payments, long-term commitments, or infrastructure to manage with Amazon Fraud Detector, and customers pay only for their actual usage of the service. To get started with Amazon Fraud Detector,

visit <http://aws.amazon.com/fraud-detector>

Today, tens of billions of dollars are lost to online fraud every year by organizations around the world. As a result, many businesses invest in large, expensive fraud management systems. These systems are often based on hand-coded rules that are time-consuming to set up, expensive to customize, and difficult to keep up-to-date as fraud patterns change—all of which leads to lower accuracy. This leads organizations to reject good customers as fraudsters, conduct more costly fraud reviews, and miss opportunities to drive down fraud rates. Amazon has made significant investments over the past 20 years to combat fraudulent activity using sophisticated machine learning techniques that minimize customer friction while staying one step ahead of bad actors, and customers have asked Amazon to share this expertise and experience to help them combat online fraud.

Amazon Fraud Detector provides a fully managed service that uses machine learning for detecting potential fraud in real time (e.g. online payment and identity fraud, the creation of fake accounts, loyalty account and promotion code abuse, etc.), based on the same technology used by Amazon.com—with no machine learning experience required. [For more details visit us at https://bit.ly/3jTXFEX](https://bit.ly/3jTXFEX)

Logitech Enables Advanced Users to Achieve Peak Performance with MX Master 3



Logitech announced the Logitech MX Master 3, the latest additions to the premium performance Master Series. The mouse enables powerful and reliable

performance that transform the way you work. Engineered and crafted in Switzerland, the MX Master 3 offers ultrafast and ultraprecise scrolling with the all-new MagSpeed Scroll Wheel. Driven by electromagnets, MX Master 3 allows you to silently scroll through thousands of lines in seconds.

“Our newest flagship products are designed for advanced users, such as software developers, engineers or designers, who want to be more productive and need to interact with their digital content at the speed of thought,” said Mr. Ashok Jangra, Cluster Category

Head, South West Asia, Logitech.

The Logitech MX Master 3 Advanced Wireless Mouse is built with speed and precision in and the carefully sculpted shape is comfortable enough for long work days, supporting your hand and wrist. Profiles for popular software applications are ready out-of-the box, in addition to customization options offered via Logitech Options™. The mouse features Logitech MX signature Darkfield™ 4,000 DPI High Precision sensor that tracks on all surfaces including glass. It also has a rechargeable battery that lasts up to 70 days with a full charge, and a three-minute quick charge gives you a full day of use.

Pricing and Availability

Logitech MX Master 3 is available at Logitech.com and Amazon.com at Rs 9,495

Dell Technologies unveils the role of emerging technologies in driving CIO's digital transformation strategy



Dell Technologies sponsored an IDC white paper to explore the need for CIO's to innovate and

create real digital transformation by utilizing the potential of emerging technologies like AI, Edge and 5G. If acted upon swiftly, these technologies can aid them and can lay the path to career defining springboards for future CIO's.

According to this white paper titled “Turning CIO's Into Digital Orchestrators”, the next 5-10 years will bring about a huge change in the way businesses operate, transact and create value. New-age technologies will continue to reshape the way we work and conduct business, in the future.

Another prediction by IDC[1] reveals that by the year 2023, globally more than 50% of IT spending will be directed towards Digital Transformation activities which is only possible if businesses have the proper blue print and strategy in place to capitalize on emerging technologies. Hence, the CIO's of today need to acknowledge and accept this high-speed mission with high-stakes and future-proof their organizations.

In order to succeed in unleashing the potential of emerging technologies, CIO's can successfully begin the transition to becoming a digital orchestrator by:

Shifting Focus to Use Cases – CIO's need to shift from discrete technology specific focus to a business outcome centric focus. This will help them in understanding the exact strategic business priorities and benefits. It is also important to note that different use cases may share common business outcome objectives and can help

the CIO in innovating and creating a successful and intensive use case roadmap

Developing a Vision for Emerging Technologies- Many IT buyers are intrigued by the idea of core enablers of autonomy like IoT, Edge Computing, Artificial Intelligence etc. There is a need to start preparing the ground for accelerator technologies – the next big wave of technologies which are yet to set their mark. These technologies are primarily 5G, distributed ledgers and AR/VR. A CIO needs to strike a balance between these technologies, match them with the company's digital roadmap and link with adequate use cases

Even if CIO's are supported by the C-suite executives, there is still a need for them to tackle issues within IT. They need to expand their horizons and make a conscious decision to expand their thinking in business terms through mindset and structural team changes, acquire certifiable technical skills on emerging and ancillary technologies

“It is impossible to ignore the impact of emerging technologies on businesses in this day and age. Early adopters of these technologies are the ones who are reaping and will continue to enjoy its benefits. Hence, it becomes a CIO's top priority to acknowledge this and work towards creating a successful roadmap for their organizations,” said Mr. Amit Luthra, Director & General Manager – Data Center Solution at Dell Technologies India. “We at Dell Technologies, have made a conscious effort to engrain emerging technologies in all our solutions so that we are able to provide our customers with the right combination of products that will help them in driving better business results with ease of operations & efficiency.”

Contact For Advertisement



Vikas Gupta - 9027307508

vikas@itvoice.in

Shantanu Chatterjee- 7597921470

shantanu@itvoice.in



celebrations
birthdays

The good things add up.

holidays
photos
memories



On the + side you've got
Backup Plus Drives

UP TO
14TB
CAPACITY

MAC &
WINDOWS

USB 3.0
COMPATIBLE

FOLDER
SYNC

MODERN
DESIGN

CUSTOMISABLE
BACKUP

NOW AVAILABLE

Instant drive replacement at SeaCare⁺ centres in Chennai, Kolkata, Mumbai and New Delhi.


For sales enquiries, contact: **North & East:** Mayank Singh – 9654455821. **West:** Wasim Shaikh – 8898124283. **South:** Kiran Bobby – 9880948355.

Seagate Authorised Sub-Distributor: **Ahmedabad:** Earth Syscom – 9998954766, Silverline IT Hub – 9825329566. **Agra:** The Speed Spire – 9837039925. **Amritsar:** Siddhivinayak Enterprises – 8288072175. **Amravati:** Kumar Systems – 9422156855. **Bangalore:** Jain Infoways – 9916584175, Jainex Technologies – 9845048800, Mega Compu World – 9980073374. **Bhubaneswar:** Nigama Comptech – 9437003150, Infocare Solutions – 9437036615, Shiva Computing Solution – 9437171444. **Chandigarh:** Computer Ware House – 9316133125, K 25 Computer Shoppee – 9815624970. **Chennai:** I Com Systems – 9840334725, UMS Infotech – 9841045025, Supreme Computers – 9840083388, Swastik Computers – 9840039867. **Coimbatore:** Agni Electronics – 7402453377, Ozone Computer Services – 9842215245, IT Zone – 9842564330, Savithri Digital Computers – 9843330221. **Delhi:** Avook Global Ltd. – 9811794599, Bhagwati Computronics – 9810269505, Center Point – 9871053199, Intra Tech Computers – 9891791933. **Gurugram:** Shopper World – 9717417000. **Guwahati:** Datamation Services – 9435047633. **Hyderabad:** Compage Computers – 040-66748738, Shwetha Computers & Peripherals – 040-66143434, Vishal Peripherals – 9248071724. **Indore:** Shagun Computers – 9826057405, Progressive Technology – 9826043456. **Jaipur:** Advance Computers – 9351410366, Suruchi Computers – 9314481582. **Jalandhar:** Bhagwati Electronics – 9810269505. **Kanpur:** Wellknown Computers Pvt Ltd – 9305837020. **Kochi:** Forerun Computers & Systems – 9544800281, PoojaTech – 9388804789, Rodiite – 8111999832, Aptech Systems – 9656730102. **Kolkata:** Suntronic Systems – 9831155830. **Ludhiana:** Rainbow Technologies – 9914241716. **Mumbai:** Chip Com Traders – 9820237468, Om Shakti Computers – 9820747131, Solutions – 9322100773. **Patna:** Maahi Computers – 9334116719, Delhi Computer – 8051515191, Sharla Computer – 9334358736. **Rajkot:** Anyway IT Solutions – 9574999914. **Rudrapur/Haldwani:** Shivam Computers – 9837008669. **Surat:** Singhania Computers – 9824106445. **Tamil Nadu:** Computer Waves – 9566245222, Fusion Systems – 9842450204. **Trivandrum:** Logtech Infoway – 4712339200.

 Seagate Authorised Distributor
9811059025

 TOLL FREE HELPLINE Call us at: 000 800 440 1392

 24/7 WEB SUPPORT Visit us at: support2.seacare.com

 FREE PICKUP & DROP Email us at: pickupservice@inspirisys.com

 61+ SEACARE CENTRES Visit us at: www.seacare.co.in

Also available at        